

Technical and Bibliographic Notes / Notes techniques et bibliographiques

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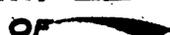
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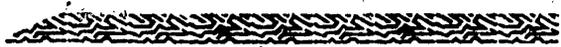
Paper and Ink



ISSUED MONTHLY FROM THE OFFICE
OF _____

Buntin, Reid & Co
20 Wellington St. West, Toronto

SAMPLE
OF 



Pig Skin Covers



**THE PAGES OF THIS ISSUE
ARE PRINTED ON
OUR**

**No. 1
COATED
CATALOGUE**

**SIZE
28 X 42-100 LBS.**



SEE OUR INSERT OF 

Defender Cover Papers

SPECIALLY ADAPTED FOR



Embossing

PAPER AND INK.

Our Watermarks

And

Brands

✦ ✦

ARE WELL KNOWN THROUGH-
OUT THE TRADE AND ALL OUR
PAPERS GIVE UNIVERSAL
SATISFACTION

MIDLOTHIAN

TWEEDSIDE

ECLIPSE

BROKER'S BOND

EDINAMBLE BOND

BERWICKSHIRE LINEN

IMPERIAL L.M.N. LINEN

LENNOX BOND

A New

Line

DUNBARTON BOND

FACE STILL OF WATERMARK

100.

A POUND

100.

Buntin, Reid & Co., - Toronto

Mercantile Blottings

THE CHEAPEST
ALL RAG BLOTTING
PAPER EVER
PLACED ON THE
MARKET



WE have only a small stock of these excellent Blottings on hand, and dealers would do well to place orders at once, as this line cannot be duplicated at the present prices



SIZES IN STOCK

Buff—18 x 24—40, 60, 80, 100 pounds
 White—18 x 24 . 60, 100 "
 " 17½ x 22½, 40 "
 " 19 x 24 100 "

PRICES

Over 500 lbs. = = 7¾ c. lb.
 250 to 500 lbs. = = 8 c. lb.
 Under 250 lbs. = = 8¼ c. lb.

NETT, F.O.B., TORONTO

BALL PROGRAMMES

A LARGE
ASSORTMENT
IN STOCK

MENU CARDS

INVITATION
CARDS

AT-HOME
CARDS

FINE LEATHER GOODS A SPECIALTY



LADIES'

Bags

Purses

Bill
Books

Pocket
Books

ETC.



PAPER AND INK.

Vol. II

Toronto, April 1st, 1896

No. 3

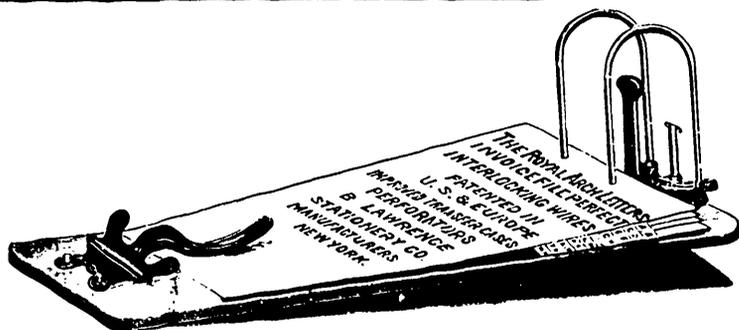
THE EARLY DAYS OF JOURNALISM.

WHAT can be more interesting than a peep at the origin and development of this mighty "mind-engine," as it has been termed, and its influence upon men and nations, wielded, as it has been, by such intellects as Addison, Swift, Sheridan, Canning, Lamb, Southey, Cobbett, Hook, Thackeray, Dickens and many others who adorned the ranks of the Fourth Estate, and whose labors tended to the promotion of that progress and freedom which, as Junius remarked, constituted the palladium of all the civil, political and religious rights of an Englishman. Although Englishmen cannot lay the flattering unction to their souls that they originated the public press, they might find consolation in the fact that in no other country had the plant of journalism been cultivated and nourished with greater care, or grown into a tree of such wide-spreading, far-reaching dimensions and influence than in England. It is a matter for congratulation that, although nominally the first newspaper was published in a foreign land, the Press as we know it, with all its freedom and dignity, is an institution which England might fairly claim to have originated. The exact origin of the newspaper is not known, but it dates back into very remote times. It is well known that the Romans had what was styled *Acta Diurna*, or daily reports of public events. These *Acta Diurna* were placed in public and most frequented parts of the city of Rome, that the citizens might read them. Rome was not, however, the

birthplace of journalism. According to Dr. Chalmers, "The first sheet of news made its appearance in Venice about the year 1536, for the purpose of enlightening the Venetians on the progress of the war with Turkey. It was in manuscript and was read aloud at particular stations, but only appeared once a month." The art of printing, which was introduced into England by the old London mercer, Caxton, undoubtedly marked an epoch in the history of journalism. It is recorded of that old worthy that he printed about fifty or sixty books in twenty years. What a contrast is furnished by the achievements of the great publishing firms of the present day, with their splendid, steam-driven machinery, and the slow, heavy, but at that time wonderful results produced by Caxton! In the earliest stages of journalism they had the written news-letter, or sheet; next came the "ballad of news" which was sung or recited to satisfy the craving for information; then the news pamphlet, much in vogue during the reign of Elizabeth; then the periodical sheet of news, which was the forerunner of the ordinary newspaper. The first of any regular series of newspapers in England was dated May 22nd, 1622, and was entitled *The Weekly News from Germany, Italy, etc.* This was issued in London.

In 1657 the first experiment in the way of making advertisements a source of income was tried by one Newcomb, of Thames Street, London, who published the *Mercurius Politicus*. The first half-printed, half-written news-letter made its appearance in 1695 under the title of *The Flying Post*

AN UNSOLICITED RECOMMENDATION
FOR THE ROYAL ARCH LETTER FILE



OWEN SOUND, March 6th, 1896

BUNTIN, REID & CO., TORONTO

GENTS -Send me another half dozen Royal Arch Letter Files ;
left the half dozen on my office counter and they sold at sight,
although I ordered them expressly for my own use.

Yours truly,

JAS. RUTHERFORD.

As the number and influence of newspapers increased, the system of advertising was more and more developed. By the way, the charges for advertisements in those days were in striking contrast to the rates now charged. A shilling was the sum demanded for an advertisement of eight lines in some papers.

In 1643 the first illustrated paper was published. It was called the *Mercurius Civicus: London's Intelligencer*, and contained a number of woodcuts. About this time, too, the first paper devoted to literary matters—the great-grandfather, as it has been termed, of the *Athenaeum*—made its appearance under the name of *Mercurius Librarius: or a Faithful Account of all Books and Pamphlets*. It seems almost certain, judging from the title, that the first *Punch* came into existence in November, 1700, called, as it was, *The Merry Mercury; a Farce of Fools*. The first daily paper was published in March, 1702, by a gentleman described as E. Mallet, against the ditch, at Fleet Bridge. It was called the *Daily Courant*, was printed on one side only

We make
A SPECIAL FEATURE
of our



ALL ORDERS
BY MAIL

will
receive
our
prompt
and
careful
attention

SAMPLES OF
ALL GRADES
AND
CLASSES
OF PAPER
MAILED

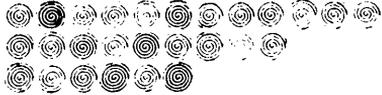
WHEN
REQUESTED

and consisted of one page of two columns.

Newspapers were published as far back as 1642, and among the first places in which they were issued were Newcastle-on-Tyne, Bristol, Norwich, Exeter and Worcester. Manchester had no newspaper till 1730, when the *Manchester Gazette* was published, the name being afterwards changed to *Manchester Magazine*.

In 1795 there were seventy-two papers published in the provinces; now the number is about 1,293. There are no fewer than 470 papers published in London. Taking the United Kingdom as a whole, the number of papers issued each week, including dailies, weeklies and tri-weeklies, is about 2,234, and adding the magazines and reviews, they have a grand total of upwards of 3,000. It must be patent to all that the Press possesses a power which can only be described as tremendous. Canning said, "The Press pervades and checks, and perhaps, in the last resort, nearly governs England." Another writer said, "Through its assistance a whole nation, as it were, holds council and deliberation." Said Napoleon, "Four hostile newspapers are more to be feared than a hundred thousand bayonets." "It is the only instrument," said another distinguished Frenchman, "by which the same thought can be dropped into a thousand minds at the same moment." He might have said, had he been writing in the present day, tens, ay, hundreds of thousands of minds, in view of the enormous circulation of some of our leading newspapers. It is here that the influence of journalism is crystallized; it is in this fact that the power of this modern intellectual giant is seen; it is here that the Press becomes a mighty engine for good or evil. We might well congratulate ourselves upon the fact that the freedom which the Press enjoys is not abused to any great extent; we have reason to feel proud of the high tone which characterizes, for the most part, our great leading organs, both daily and weekly.

PRINTERS



We are now carrying a line of **COATED PAPERS** that are unsurpassed for fine Catalogue and Pamphlet work

NO. 1 CATALOGUE

10c.
PER LB.

24 X 38--80
24 X 38--100
22 X 34--80
28 X 42--100
30 X 40 -100

COATED LITHO.

24 X 38--80

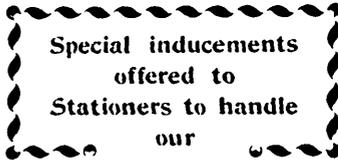
Other sizes and weights in stock shortly

8½c.
PER LB.



* **SPECIAL SIZES, WEIGHTS AND COLORS MADE TO ORDER IN EITHER OF THE ABOVE QUALITIES.**

Typewriter Papers



CAREW TYPEWRITER PAPERS

We box these papers in handsome boxes, with imprint and handsome designs in gold, at the following prices :

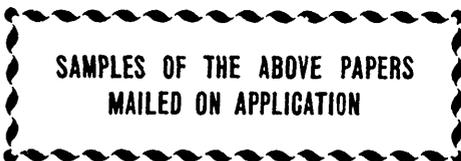
No. 300	.	Boxed	.	\$1.50	Ream
No. 304	.	"	.	1.00	"
No. 308	.	"	.	1.00	"
No. 309	.	"	.	1.40	"
No. 302	.	"	.	1.15	"

These prices are for an order of not less than 50 REAMS

CROWN BRAND

Boxed, 60c. Ream

We carry this paper both Laid and Wove



ADVERTISE.

PERSONAL explanations are sometimes needful, but ordinarily the best and most speedy way of reaching the public is through the columns of newspapers or trade journals. This is so generally acknowledged as true that men no longer charge their memories, or their note books, with names and addresses, because they have learned to look to their trade journals for information which they may need. Not to advertise is to either invite suspicion or to be forgotten, neither of which contributes largely to success. Customers cannot be visited every day or every week, but new, seasonable and popular goods do not wait upon the movements of the visiting salesmen in these days of mail orders and lightning expresses. While old "Mossback" is waiting to hear from his travellers, mail orders are tumbling in to "Uptodate" across the way, the long pole which took the persimmons being a taking "ad." well displayed and frequently changed, so that when old "Mossback's" travellers get around, the cream of the trade has been taken. Advertising has been compared to social invitations to call. You do not visit your neighbors unless asked to, nor attend a party or wedding without being invited; why then intrude upon the privacy of a storekeeper without an invitation. There is more in a well worded "ad." than a mere invitation; it supplies valuable information, makes direct communication between interested parties possible, saves time, gives a decided advantage in the market, and last, but not least, invites confidence as well as business to a degree which makes the inference unavoidable that people prefer the man who advertises.

Graphite suitable for making lead pencils is found in almost every country on the globe.

THE LATEST

(See Insert)

DEFENDER

SIZES IN STOCK:
20x25— 60, 75 and 90 lbs.



Covers

- ... IN
- BLACK
 - MAHOAGANY
 - CERISE
 - ROYAL
 - PURPLE
 - WHITE

DISCOUNT

PRICE

10 per cent. in
quantities of 600
pounds

15c. lb.

SOLE CANADIAN AGENTS

BUNTIN, REID & CO., = TORONTO

Sample Books showing different Colors
and Weights on application

Vegetable (GREASE PROOF)

Parchment

SALES SINCE JANUARY HAVE
ALREADY AMOUNTED TO
OVER

600 Reams

Specially adapted
for . . .

WRAPPING BUTTER

SAMPLES AND PRICES
ON REQUEST

PROTECTION FOR BOOK-BINDINGS.

A NOVELTY for the protection of fine bindings without hiding any of their beauty, has made its appearance. The material used is a transparent composition in sheet form, about one-sixteenth of an inch thick. A piece of this, a little larger than the book to be enclosed, is bent to the exact shape of the book—that is, with a rounded back—and the top and bottom are closed by leather strips. Into this case the book is slipped, and the transparent material permits every detail of the binding to be seen through it as if the volume were enclosed in glass. Lying on a table a binding thus protected loses none of its elegance and may be turned over and examined without touching the book itself. It is equally valuable for library shelves, as it is a complete protection yet leaves the shelf back plainly visible.

The "Laughlin" Fountain Pen



GOOD AS THE BEST

BETTER THAN THE MAJORITY

CHEAPER THAN THEM ALL

.....
\$10.80 PER
 DOZEN

OR

\$1.00 Each, Singly

.....



WE ARE

SOLE CANADIAN AGENTS

WRITE AT ONCE

For a Sample Copy
 of our

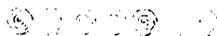
No. 3 BOOK PAPER

SUPERCALENDERED



The Best Calendered Paper
 on the Market

Quality
 Strength
 Finish and
 Price



ARE ITS
 RECOMMENDATIONS



CURIOS COLLECTION OF PENS

AT the prison of St. Paul, at Lyons, where Caserio lay under sentence of death, there is a curious collection of pens. They are pens with which the executioners have signed the regulation receipts for the prisoner handed over to them to be guillotined. At each execution a fresh pen is used for the purpose, and the ink is left to dry upon it. The pen with which Deibler signed the receipt for Caserio is now in the collection.

You should keep before the people,
 For they are very apt, you know,
 To forget you are in business,
 If you cease to tell them so.

A paper watch has been exhibited by a Dresden watchmaker. The paper is prepared in such a manner that the watch is said to be as serviceable as those in ordinary use.

ADVERTISERS' CHAT.

Owing to the large demand at present existing for bond papers, we have added a new line which is a genuine bond water-marked "Dunbarton Bond." This paper is put on the market specially to compete with the cheaper grades, and the inducements which we hold out for our paper is that it is the only cheap grade bond paper that is a genuine bond. The price of 10 cents per lb. at which we are offering this paper makes it without exception the best value ever placed on the market. Samples will be mailed on request.

THE notice of our readers is especially called to the extra values which we are offering in coated papers. The pages of this issue are printed on our justly celebrated No. 1 Coated Catalogue, and we are in a position to ship from stock any quantity in the regular stock sizes and weights. Special sizes, weights and colors will be made to order on the shortest possible notice.

SPECIAL attention is also drawn to the insert in this issue. This insert is a sample of the Defender cover papers and is being carried in stock in black, mahogany, cherry, royal purple, green and white, in sizes and weights as specified on our advertising pages. The Defender Cover Papers are specially adapted for high-grade embossing, and the price of 15 cents per lb. at which they are being sold makes them one of the cheapest high-grade cover papers ever on the market. We have secured the sole and exclusive agency for Canada on these papers, and take pleasure in advising that the firm of Buntin, Gillies & Co., Hamilton, having recognized the extra value of these cover papers, have secured from us a special price, which enables them to place these goods before their customers at the price of 15c. per lb. They carry a full stock of the different weights and colors.



NVELOPES



**WE
ARE**

MANUFACTURERS

And are specially fitted up to turn out
ONLY perfect goods on the
Shortest notice

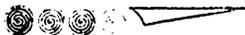
Hand-Made Work

**A
SPECIALTY**

A FULL LINE OF
ALL OUR

ENVELOPES

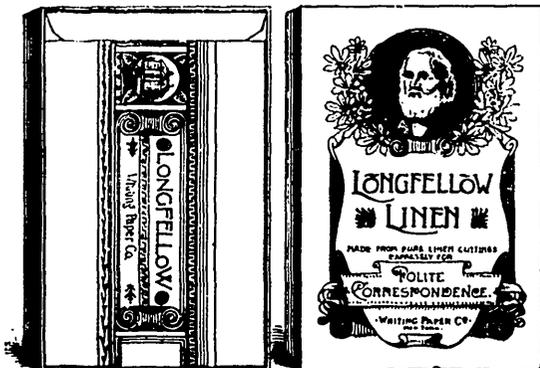
**WILL BE FORWARDED TO
PRINTERS TO HAVE HANDY
FOR USE IN QUOTING AND
FURNISHING SAMPLES ON
JOB**



**Mail Orders
a Specialty**

PAPETRIES

(WHITING'S)

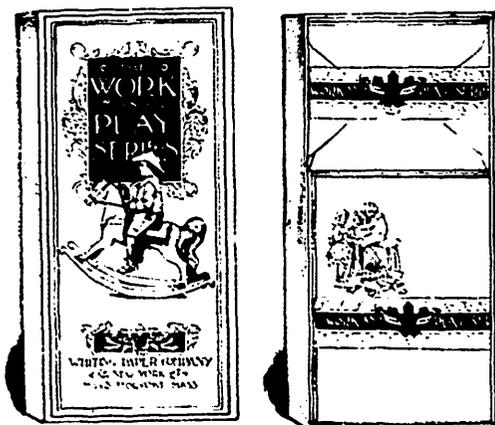
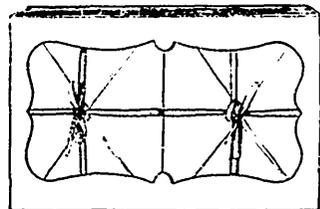


WE LEAD
IN FINE
SOCIETY



Writing
Papers

The Largest Assortment of
High Grade
Papetries
ever shown in Canada



BUNTIN, REID & CO.

Canadian
Agents



ALL ORDERS PROMPTLY
FILLED

Our advertising columns again present some very interesting information for all buyers in the wide variety of lines we represent.

The *Inland Printer*, a valued contemporary, published in Chicago, has sent us a copy of its Bradley Calendar for 1896, and has our thanks for the same. The *Inland Printer* is an ably edited and outspoken journal, and contains much information with regard to its special department.

There are two modes of establishing our reputation— to be praised by honest men and to be abused by rogues. It is best, however, to secure the former, because it will be invariably accompanied by the latter. His calumny is not only the greatest benefit a rogue can confer upon us, but it is also the only service that he will perform for nothing.

The *British Whig*, Kingston, has forwarded to this office a copy of its recently issued handsome illustrated trade edition, which we have pleasure in acknowledging, as well as the receipt of several specimens of fancy job and half-tone printing, which for genuine merit are unexcelled. We note a marked and steady improvement in the work turned out by the *Whig* since moving to its new and handsome home. The publisher, Mr. E. J. B. Pense, is thoroughly wide-awake, and well deserves the success which he evidently enjoys. The *British Whig* has now entered upon its 63rd year.

A Remarkable Ink.

One of the most remarkable inks known to the chemist is made of a preparation of Prussian blue in combination with nitric and hydrochloric acid. The writing done with this ink has the singular property of fading when exposed to the light, and recovering its color when taken into the shade or placed in perfect darkness. *The American Stationer.*

Blind Papers

36 INCH ROLLS



7c. lb. Green
Buff
Drab 7c. lb.



A LARGE ASSORTMENT
OF

**RUBBER
ERASERS**

CARRIED IN STOCK

SEND FOR

Sample Book

OF

DEFENDER



COVERS

Showing all Colors and
Weights

PAPER AND INK.

Writing Manillas



GRAND VALLEY

(A SIMILE OF WATERMARK)

USED
BY

Grand Trunk Railway
Canadian Pacific Railway
Dominion Express Company

IN A RECENT
TEST of THREE
MAKES OF
WRITING
MANILLAS

GRAND VALLEY MANILLA

WAS FULLY
ONE-THIRD
STRONGER
THAN THE
OTHERS

BUNTIN, REID & CO.

29 Wellington Street West,

 TORONTO

Our  **Specialties**

ARE

No. 1 Coated Catalogue
Coated Litho. Book

No. 1 BOOK PAPER

No. 2 BOOK PAPER

No. 3 BOOK PAPER

ALL SUPERCALENDERED

Manillas **Writings** **Posters**

FLAT PAPERS

Bristols **Card Boards** **Tag Boards**

Write for
our  **Samples**

Sample

OF
OUR

PIG SKIN



Cover Papers



COLORS

TERRA COTTA

BLACK

LEATHER



WE MAKE A
SPECIALTY
OF

Fine



COVER PAPERS



WRITE FOR SAMPLES
OF OUR NEW LINES